

**ORDER**

FIRST COAST NEWS



A GANNETT COMPANY

**WTLV-TV**

**Orders**  
**Order / Rev:** 706325  
**Alt Order #:** 06277088  
**Product Desc:** 60+ ASSOC(SENATE)  
**Estimate:** 1911  
**Flight Dates:** 08/25/12 - 08/26/12  
**Original Date / Rev:** 08/14/12 / 08/14/12  
**Order Type:** Political

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency**  
**Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 Do Not Mail  
 XX, XX XX

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** 60 Plus Association  
**Demographic:** A50+  
**Product Codes:** IS-Issue/Non Ballot,IS-Candidate/US  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	2	\$1,000.00	\$850.00

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	2	\$1,000.00	\$850.00	0.00
<b>Totals</b>	<b>2</b>	<b>\$1,000.00</b>	<b>\$850.00</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
WTLV-TV	8%	\$1,000.00
Market	100%	\$12,500.00

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
WAWS	21%	\$2,625.00
WCWJ	0%	\$0.00
WJXT	58%	\$7,250.00
WJXX	8%	\$1,000.00
WTEV	5%	\$625.00

*new*

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	08/25/12	08/25/12	Sat 6-630p Sat 6-630pm	CM	Sat 6p-6:30p	-----S-	:30	1	\$300.00	P-3	0.00	NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S-		1				\$300.00		0.00			
E 2	WTLV	08/26/12	08/26/12	Meet the Press Sun 9-10a	CM	9a-10a	-----S	:30	1	\$700.00	P-3	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 08/20/12	08/26/12	-----S		1				\$700.00		0.00			
													Totals	2	\$1,000.00

REP: TEL# 610-293-4100 FAX# 610-225-7233  
CREDIT ADVISORY: AGENCY CREDIT RISK !!  
ORDER WORKSHEET HARRIS RPT. FROM STATION AUG14/12 10.29  
\*\*\* WTLV-TV \*\*\*

REP HEADLINE# 6277088

NEW

ADD \$\$\$ APPROVED ORIGINAL REV#0 \$\$\$

DELETE

ORDER

LINE/S

PARTIAL LINE/S

AGENCY - 600 FAIRMOUNT AVENUE, SUITE 306  
ADDRESS TOWSON, MD 21286

START DATE-AUG22/12 END DATE-AUG28/12 WK-1

REP: NEW ORDER  
FD: 8/25 - 8/26  
TTL:\$1,000  
PLS CNF  
THANKS  
ANGELA

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

ALL STATIONS USING ELECTRONIC INVOICING - AGENCY IDB #1021

AN ELECTRONIC INV.WEBSITE "EMEDIA TRADE-INVOICING" IS ALSO AVAILBLE  
FOR THIS AGENCY. THE IDB# FOR THE WEBSITE IS: EMT12009

60 PLUS ASSOCIATION (SENATE)  
NOTICE: CHANGES OF THIS ORDER HAVE BEEN APPROVED. CONTRACT SCHEDULED FOR GENERATION

CONTRACT TOTAL \$1,000.00  
TOTAL SPOTS 2

BIAS#	DATE
1/AGENCY#	MENTZER MEDIA SERVICES, INC.
2/ADVERTISER#	ISS/60 PLUS ASSOC. SENATE
3/PROD# EST#1911	60+ ASSOC(SENATE)
20/EOS 4/SLSP#	JIM QUINN
5/REP#	- PHILADELPHIA
21/BILL WK.	9/AREA
63/PCON 64/ACON	10/BILL CODE
11/RATE CARD	16/BYR - ELISE CLOYD
14/ORDER TYPE	17/RTG SVC - NSI
57/CO-OP TYPE	CO-OP KEY D/P REC#
59/STATE TAX	58/CITY TAX



## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:
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I, Lauren Schumacher  
do hereby request station time concerning the following issue:

60 Plus Association

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				

<b>Total Charges:</b>	\$	GROSS
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This broadcast time will be used by: 60 Plus Association

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes ☐ No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

60 Plus Association

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

11-8-11      James L. Martin      703-807-2070  
Date                      Signature                      Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☐ Accepted                      ☐ Accepted in Part                      ☐ Rejected

\_\_\_\_\_  
Signature                      Printed Name                      Title